

### Amendments to the Claims

The listing of claims below will replace prior versions, and listing, of claims in the application:

### Listing of Claims

5 1. (currently amended) An advertising system comprising ~~the steps~~  
of:

a consumer communication device;

a server to which a consumer may link and initiate a consumer inquiry using said consumer communication device; and

10 wherein said server stores an advertisement for a party and is programmed to provide ~~providing an~~ advertising [[space]] size to said party for [[an]] said advertisement ; charging and charge an advertising cost for said advertising size space; and  
~~incrementally decreasing said advertising cost for each~~  
15 ~~incremental increase to said advertising space wherein said advertising cost incrementally decreases for each incremental increase in said advertising size.~~

2. (canceled)

3. (currently amended) The advertising system of Claim 1 further  
20 ~~comprises the step of~~ comprises said server programmed to

offer[[ing]] one or more discount amount to [[a]] said consumer through said server to said consumer communication device on an asking price for a subject matter of said advertisement.

4. (currently amended) The advertising system of Claim 3 further  
5 comprises said server programmed to request additional information from said consumer and, dependent on answers provided by said consumer, to permit said consumer to select ~~the steps of said consumer selecting~~ one or more of said one or more discount amount and ~~providing~~ storing said answers as information about said  
10 ~~consumer to a requesting medium~~ and making said information available to said party.

5. (currently amended) The advertising system of Claim 4 further comprises ~~the steps of said requesting medium conveying said information to said party and providing~~ said server programed to  
15 provide to said consumer a certificate reflecting said ~~consumer's~~ selection and based on said information.

6. (currently amended) The advertising system of Claim 5 further comprises ~~the steps of compiling~~ said server programed to compile a report to said party wherein said report comprises a value  
20 between said advertising cost and a frequency of certificates provided on each subject matter of said advertisement.

7. (currently amended) The advertising system of Claim 1 further comprises ~~the step of receiving said server programed to receive~~ from said party a discount amount for ~~[[a]]~~ said consumer to an asking price for a subject matter of said advertisement wherein a  
5 larger of said discount amount given by said party generates an increase in said advertising ~~[[space]]~~ size for said party and a decrease in said advertising cost for said party.

8. (original) The advertising system of Claim 7 wherein said discount amount ranges from between none to approximately 90% of  
10 said asking price.

9. (original) The advertising system of Claim 8 wherein decreases to said advertising cost are between approximately none when said discount amount is none and up incrementally to 100% as said discount amount is incrementally increased.

15 10. (currently amended) The advertising system of Claim 8 wherein increases to said advertising ~~[[space]]~~ size over a basic ~~space~~ amount size are between none when said discount amount is none and up incrementally, as overall space permits, as said discount amount is incrementally increased.

11. (currently amended) The advertising system of Claim 1 further comprises ~~the steps of compiling~~ said server programed to compile a report to said party wherein said report comprises a value between said advertising cost and a frequency of consumer requests for a discount to any asking price for any one subject matter of said advertisement.

12. (currently amended) An advertising system comprising ~~the steps of:~~

a consumer communication device;

a server to which a consumer may link and initiate a consumer inquiry using said consumer communication device: and

wherein said server is programed to charge ~~charging~~ an advertising cost for ~~[[said]]~~ an advertising size ~~space;~~ and ~~receiving~~ and to receive from said party one or more discount amount to an asking price for a subject matter of said advertisement and offering said one or more discount amount to ~~[[a]]~~ said consumer, wherein each incrementally larger of said discount amount offered by said party to said consumer generates an incremental increase in said advertising ~~space~~ size and an incremental decrease in said advertising cost.

13. (canceled)

14. (original) The advertising system of Claim 12 wherein said discount amount ranges from between none to approximately 90% of said asking price.

15. (original) The advertising system of Claim 14 wherein  
5 decreases to said advertising cost are between approximately none when said discount amount is none and up incrementally to 100% as said discount amount is incrementally increased.

16. (currently amended) The advertising system of Claim 14 wherein increases to said advertising ~~[[space]]~~size over a basic  
10 ~~space amount~~ size are between none when said discount amount is none and up incrementally, as overall space for an increase in said advertize size permits, as said discount amount is incrementally increased.

17. (currently amended) The advertising system of Claim 12  
15 further comprises ~~the steps of a consumer selecting~~ said server programed to request additional information from said consumer and, dependent on answers provided by said consumer, to permit said consumer to select one or more of said one or more discount amount and ~~providing~~ storing said answers as information about  
20 said consumer ~~to a requesting medium~~ and making said information available to said party.

18. (currently amended) The advertising system of Claim 17  
further comprises ~~the steps of said requesting medium conveying~~  
~~said information to said party and providing~~ said server  
programed to provide to said consumer a certificate reflecting  
5 ~~said consumer's~~ selection and based on said information.

19. (currently amended) The advertising system of Claim 18  
further comprises ~~the steps of compiling~~ said server programed to  
compile a report to said party wherein said report comprises a  
value between said advertising cost and a frequency of  
10 certificates provided on each subject matter of said  
advertisement.